



MWP 1.0

Pro-Tip: Fixing Broken Links

Fixing Broken Links on Your Site is Important!

The web is built on hyperlinks. Linking between web pages is a fundamental feature. When all is well and good, every link on our site will lead to exactly the right place.

But sometimes links go bad.

A page may be deleted or unavailable. An image might not load or be missing. A site or resource you link might disappear. Someone might move post or page and not update others that link to it.

What happens when your links get broken?

Why are Broken Links Bad?

When someone clicks on a link on your site, and it fails to direct them to the intended destination:

- It's a source of frustration for the user.
- It gives the impression that you don't conduct regular housekeeping on your website.
- It can harm your credibility as an authority.
- It can hurt your SEO and page rankings.

The worst result for the user clicking on a broken link is to be sent to a generic, browser 404 page. Then the user has to click the back button to return to the previous page. A custom 404 Page Not Found is a better solution; However, identifying the broken links and modifying or removing them is the ideal solution.



Identifying & Correcting Broken Links

There are several tools to help spot broken links. We use W3C validator.

To use W3C Validator:

1. **G**o to: <http://validator.w3.org/checklink>.
2. **E**nter the URL of the page or site to be checked.

3. **C**lick on the Check button; a report will be generated with results.

Results

List of broken links and other issues		
There are issues with the URLs listed below. The table summarizes the issues and suggested actions by HTTP response status code.		
Code	Occurrences	What to do
(N/A)	1	The link was not checked due to robots exclusion rules . Check the link manually, and see also the link checker documentation on robots exclusion .
200	1	Some of the links to this resource point to broken URI fragments (such as <code>index.html#fragment</code>).
404	3	The link is broken. Double-check that you have not made any typo, or mistake in copy-pasting. If the link points to a resource that no longer exists, you may want to remove or fix the link.

4. **R**eview the report, **L**ocate the URL of the page where the broken link is on your site.
5. **G**o to the broken link on the relevant page and edit or remove it yourself.

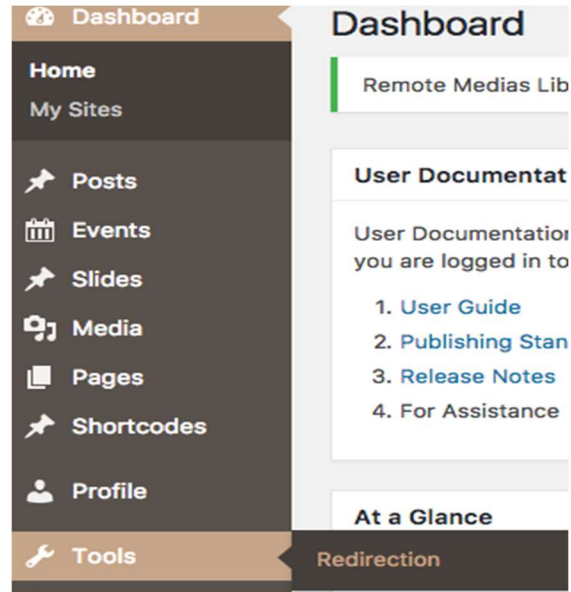
Note: If you decide to remove a live web page on your website, the correct thing to do afterwards is to redirect the browser so it knows that the link has changed. It's a bit like forwarding your mail when you move houses.

Creating a Redirect

You choose the new location to send the user with a 301 redirect. A 301 redirect tells the browser that the page has moved permanently to a new address.

To create a redirection:

1. From your Dashboard, **H**over over Tools in the Left Navigation and **C**lick Redirection.



2. Click Add New.
3. Enter the URL you want to direct from in the Source URL field.
4. Enter the URL you want to direct to in the Target URL field.
5. Click Add Redirection.

Redirects | Groups | Site | Log | 404s | Import/Export | Options | Support

Source URL	<input type="text" value="The relative URL you want to redirect from"/>	URL options / Regex <input type="button" value="v"/>
Query Parameters	<input type="text" value="Exact match in any order"/>	
Target URL	<input type="text" value="The target URL you want to redirect, or auto-complete on post name or permalink."/>	
Group	<input type="text" value="Redirections"/>	
<input type="button" value="Add Redirect"/> <input type="button" value="Close"/> <input type="button" value="Settings"/>		